



KFC Mini Cricket Provincial Festival

Bloemfontein, Free State

Get into Action. Get into KFC Mini-Cricket.

KFC and Free State Cricket hosted the Free State KFC Mini-Cricket festival on Saturday (15 October) at St Andrew's School in Bloemfontein from 08h00 as KFC continues with its 'Get into Action. Get into KFC Mini-Cricket.' campaign designed to get as many children as possible to live active and balanced lifestyles.



In addition to playing mini-cricket at the festival, children had access to the KFC Action Zone. This consists of several inflatable skills challenges for children of all ages to show their mettle when it comes to catching, bowling, and testing their reflexes.



Chevrolet Knights batsman Rilee Rossouw was on-hand to sign autographs and provide some invaluable coaching tips to the children at the Festival.



“KFC Mini-Cricket is important because it forms the basis of your cricketing skills. With children playing mini-cricket from such a young age it gives them an opportunity to have fun, life active and balanced lifestyles, and just really enjoy the game with their friends,” says Rossouw.

To broaden the intake for KFC Mini Cricket, CSA has expanded the programme to include pre-schoolers, differently abled children, and increased the age group for girls to the age of 13. CSA also plans to support government’s rural development programme which will take KFC Mini-Cricket to more of South Africa’s rural areas.